

DESKTOP PUBLISHING VOCABULARY

Ascender: The lowercase letter that extends above the x-height as in the characters b, d, f, h, k, and l.

Asymmetrical: arranging non-identical elements on both sides of a centerline on the screen.

Baseline: An imaginary horizontal line on which the bottom of all uppercase characters and the base of all lowercase characters fall or rest.

Bitmapped (graphic file format): A method used for storing a computer graphic file that contains dot-by-dot representations of the original graphic image.

Bleed: Page that extends beyond the trim marks on the page.

Body Copy: The main portion of copy on the page.

Brochure: The purpose of a brochure is to inform, promote, educate or sale. Can be folded in a number of different ways.

Bullets: A typographic character or symbol, such as a circle or diamond, that appears in front of each item in a list of items when one item is not emphasized over another.

Bouncing Box: Lines with handles appearing at the top and bottom of an image when it is selected.

Business Card: Eliminates the unprofessional and sometimes awkward scribbling of your name, title, company or organization name, address, telephone number, fax number, and e-mail address.

Byline: Identifies the author of an article.

CMYK: A color model used to identify a color as a percentage of the colors cyan, magenta, yellow, and black.

Consistency: A publication should have uniformity from page to page in fonts, color, margins, and design elements.

Contrast: Difference degrees of lightness and darkness on the page. Also, used as an organizational aid so that the reader can distinctly identify the organization of the publication.

Crop: To trim a graphic image.

Default: A program setting that takes effect each time you start the program.

Descenders: The lowercase letters that fall below the baseline, as in characters g, j, p, and q.

Design Alignment: The principle of design stating that every item should have a visual connection with something else on the page.

Directional flow: Established by organizing a positioning element in such a way that the reader's eyes are drawn through the text and to particular words or images that the designer wishes to emphasize.

Drop Cap: A design element in which a letter (usually the first letter of a paragraph) is much larger font size and embedded into the surrounding text.

DTP: Acronym for Desktop Publishing

Dummy: A mock-up of a publication used mostly in brochures to avoid confusion about the brochure page layout and the panel reference numbers.

Em dash: A long line (—) the width of the letter m, that is used to show a pause or a break in a sentence such as “I—I won the sweepstakes!”

En dash: A line (—) that is slightly longer than a hyphen and is used in place of the word “to” or “through” such as A—Z.

Facing Pages: An option for working with pages that will face each other on the printed publication side by side.

Fill: A pattern, color or tint applied to the inside of a closed object.

Focal Point: The center of interest on a page or set of facing pages, created by using color, contrast and proportion.

Flyer: One-sided publication advertising a special, limited-time offer or a special one-time event.

Footer: Text that appears at the bottom of a page.

Grouping: The ability to combine two or more objects.

Guidelines: Nonprinting horizontal and vertical lines that can be positioned on numbered and master pages to assist in aligning work.

Gutter: The space between columns.

Handle: A small square that appears around selected graphics or on the ends of a windowshades for a selected text block. Graphical shapes contain eight handles. The handle is used to change the size or shape of the selected object.

Headlines: Title to articles and are frequently created to attract the reader's attention. Organize text and help readers decide whether they want to read the article.

Kerning: The process of “fine-tuning” spacing by adjusting the space between characters.

Leaders: Dots, dashes or characters that proceed text or an align tab setting.

Leading: The vertical distance between lines of type.

Logo: Term, symbol, design, or combination thereof that identifies a seller's products and differentiates them from competitors' products. The element cannot be vocalized, such as the MGM lion, the Buick symbol, or the Texaco star.

Master Page: Page on which you can set guides, text, and graphics that you want to appear on every page of the publication.

Masthead: A newsletter element that contains the newsletters publication information such as; name, address, publication schedule, and names of those contributing to the production of the newsletter.

Mechanical: A document that is ready to be output (printed).

Nameplate/Banner: A newsletter element that first captures the reader's eyes and immediately identifies the newsletter. Consists of the newsletter's title and is usually

located on the front page. Can include the company logo, a unique typeface, or a graphic image to create or reinforce an organization's identity.

Newsletter: Multipage publication used by businesses, non-profit organizations or groups to provide business and personnel updates, inform clients about product releases and upgrades, review business services and review the activities and successes.

Orientation: A term that specifies the vertical and horizontal portrait (tall) and landscape (wide) position of a page when printed.

Panels: The sections separated by folds in a brochure page layout.

Parallel folds: Folds in a brochure that all run in the same direction and divide the publication into panels.

Pasteboard: The area outside the edge of the page in the publication window that can be used to store text or graphics. Anything stored in the pasteboard does not appear when the publication is printed.

Pica: Traditional typographic measurement of 12 points or 1/6 of an inch.

Pixel: The smallest discrete element of an image or picture (usually a single-colored dot); "the greater the number of pixels per inch the greater the resolution."

Point: The basic measurement system used to measure the size of type. There are 72 points to an inch.

Proportion: Sizing design elements in relation to their relative importance and to each other within the publication.

Publication Information: Information that will change from issue to issue; including the volume number, issue number, and current date of the newsletter. However, formatting applied will remain consistent with each issue.

Pull Quote: Text art, generally in a box and in a larger size than the surrounding type, consisting of important, interesting, or provocative text from the body copy.

Raster: Often created with paint, camera, or scanner. A type of picture created in a rectangular array of bitmaps.

Registration Marks: Figures placed outside the page boundaries on all color separation overlays to provide a common element for proper alignment.

Reverse type: White or light-colored text that appears against a darker background.

Right-angle folds: Folds created by pages folded at right angles to each other.

RGB: Acronym for red, green, blue, the colors of projected light from a computer monitor that when combined simulate a subset of the visual spectrum.

Rules: Straight horizontal or vertical lines drawn on a page that will print.

Sans Serif: A typeface that is straight-edged; e.g. Arial.

Serif: A typeface with lines on curves extending from the ends of the letters. Times New Roman; e.g. Times.

Snap to: When turned on, creates a magnetic-like pull that causes objects to “snap” to the nearest guide or ruler.

Skew: An option that lets you distort objects such as text blocks, drawn or imported graphics, or groups for a special effect.

Spot Color: Any pre-mixed ink that is not one of the four process-color inks.

Standoff: The distance, identified by a graphic boundary, within which text is kept away from a graphic.

Stroke: Manipulating the width or color of a line.

Style: A set of formatting characteristics and instructions that can be applied to a portion of text in a publication. It contains information such as the font, case, and position of type. It also can include indents, tabs stops, hyphenation, spacing, and paragraph alignment.

Style Sheet: A file containing all of the tags and instructions for formatting all parts of a document.

Subheads/Section headings: Secondary headings that provide the transition from headlines to body copy. Subheads are usually bolded and sometimes keyed in larger type sizes.

Symmetrical: Contains elements of equal proportion or weight on the left and right sides and top and bottom of the page.

Text Alignment: The placement of text relative to the margins.

Text wrap: An option for controlling whether and how text flows around a graphic or other object.

Thumbnail: A rough sketch used in planning a layout and design.

Tracking: A feature that enables you to adjust the relative space between characters for selected text.

Type family: A set of typefaces created from the same basic font, but in different weights to add emphasis or contrast (e.g., bold or italic book, and heavy).

Typeface: A collection of all the characters of a single type design (e.g., Helvetica or Times Roman). Common categories include: serif, sans serif, script, decorative and old style.

Typography: The art of using fonts and font styles to produce professional looking publications.

Vector Graphic: Graphics defined using coordinate points and mathematically drawn lines and curves, which may be freely scaled and rotated without image degradation in the final output.

White space: The nonprinted space of margins and gutters.

Widows and orphans: Short lines appearing alone at the top (orphan) or bottom (widow) of a page or column.

Window shades:

x-height: The height of the body of all lowercase letters such as the letter x in a typeface. All the lowercase characters in a typeface are designed to be no taller than the x-height.

Zero point: A pair of dotted intersecting lines at the upper left corner of the document window where the rules intersect, used to reset where zero appears on a ruler.